



Plan to grow Inokom market share

LIGHT-DUTY COMMERCIAL VEHICLE SEGMENT:

Hyundai-Sime Darby Motors wants to hit 20 per cent in two to three years

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HYUNDAI-SIME Darby Motors Sdn Bhd plans to grow its market share in the light-duty commercial vehicle segment to 20 per cent in two to three years.

Head of commercial vehicle operations Ng Lian Bee said sales of Inokom Truck, via Lorimas AU26 and AD3 five-tonne lorries, average more than 1,600 units a year, with a market share of 11 per cent.

"We plan to grow the market share in this segment by increasing the production of existing models and introducing new models that are in demand in today's businesses."

Ng was speaking after a tour of the assembly plant in Padang Meha, here, and a ceremony to celebrate the rollout of its 10,000th unit of the best-selling Lorimas AU26.

The rollout of the Inokom-badged Lorimas AU26 was also witnessed

by Inokom Corp Sdn Bhd managing director Rizal Jailan.

Ng said the Lorimas AU26, South Korea's number one best-seller, is a practical light-duty vehicle which is value for money.

It comes with a 2.6L Euro 1 engine that offers good speed, acceleration and fuel economy.

The RM58,000 entry-level vehicle is Inokom Truck's first Hyundai light-duty model to be assembled locally in 2000.

The Lorimas AU26 features power-assisted steering with telescopic and tilt column, which enables effortless manoeuvring, as well as the anti-roll bar for better stability and large air-conditioned cabin space with a good air ventilation system.

Ng said it was targeting to sell 1,400 units of the Lorimas AU26 this

year.

Last year, more than 1,000 units were sold.

A new variant will be introduced this year, he added.

Earlier in his speech, Ng said the celebration was another milestone that Inokom Truck has achieved.

"When the Lorimas AU26 was first launched, it didn't get much attention as there was a lack of confidence in Korean-made vehicles.

"However, through perseverance and hard work from the sales and marketing team, we managed to convince some business entities to buy our vehicles," he said.

Hyundai-Sime Darby Motors markets and distributes Inokom products, and is also the master franchise holder for Hyundai vehicles in the country.



Hyundai-Sime Darby Motors commercial vehicle operations head **Ng Lian Bee** (left) and Inokom Corp Sdn Bhd managing director **Rizal Jailan** at the rollout of the 10,000th unit of **Lorimas AU26** in Padang Meha, Kulim. Pic by Mohd Kamil Rahim